

# Intro to SAS –digital business

And the Analytics Life Cycle

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# AGENDA

Introduction

The Analytics Life Cycle

Now It's Your Turn



SAS® Education

SAS® Viya









DATA

# ANALYTICS

INTELLIGENCE



# ANALYTICS

# YOUR CURIOSITY OUR CAPABILITIES

Creating the right jobs to help businesses  
of the world to prosper.





# DATA for GOOD







established in 1976 SAS was









Employees: **7,400+**  
Offices: **52**  
Customers: **11,000+**

Employees: **3,600+**  
Offices: **59**  
Customers: **7,400+**

Employees: **2,500+**  
Offices: **36**  
Customers: **5,500+**

Employees: **450+**  
Offices: **14**  
Customers: **800+**



**QUESTION**



*Where is that trending?*

*Is this drug safe?*

*What is the financial risk?*

*How do our customers feel?*

*When will that need service?*

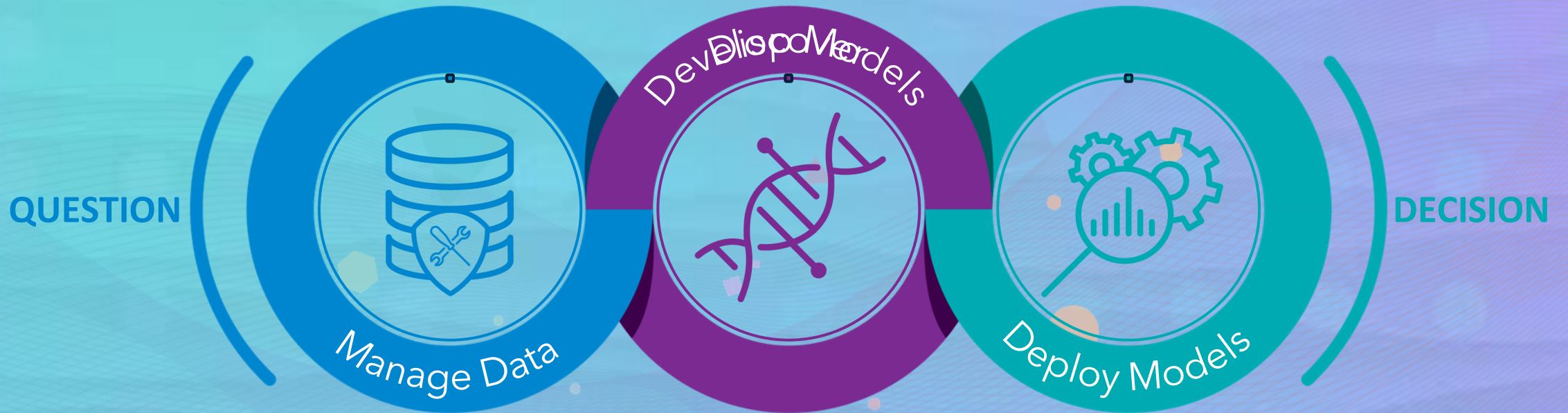
*Are we under cyberattack?*

*What does this scan reveal?*

**DECISION**



# The Analytics Life Cycle



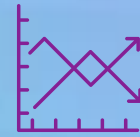
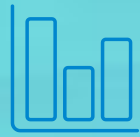


Statistics, Machine & Deep Learning

Forecasting, Optimization

Data Visualization

Model Deployment



Data Management

Decision Management



Natural Language Processing

Computer Vision



The image features the SAS logo in white, centered on a dark blue background. The logo consists of a stylized 'S' followed by the lowercase letters 'sas'. The background is decorated with numerous colorful, irregular shapes resembling confetti or small stones in shades of pink, green, blue, orange, and yellow. The overall aesthetic is modern and celebratory.

S<sup>®</sup>sas<sup>®</sup>



